

Thanks for  
doing business  
with us at



**CENTRAL STATES**  
MANUFACTURING, INC.  
METAL BUILDING COMPONENTS

www.centralstatesmfg.com

Lowell, AR  
800-356-2733

Michigan City, IN  
800-638-2565

Cedar Hill, TX  
800-210-8305

Jasper, AL  
866-270-6608

Mount Airy, NC  
877-813-2111

**Metal 101 - How Long Has Your Metal Supplier Been in Business?**

With more and more metal manufacturers opening across the nation, it is becoming harder to find a manufacturer that has experience and longevity. The longer a manufacturer has been around, the better quality systems they will have established. They will also have better relationships with vendors and will be able to efficiently handle warranty claims should they arise. Central States has been in business since 1989, and shows an excellent track record in business and financial matters. We're in it for the long haul!

**2011 Energy Star Tax Credit Changes**

Congress has extended the Energy Star tax credit for metal roofing, with a few changes. The credit covers 10% of the materials cost, up to \$500, for qualifying roofs placed in service during 2011. This tax credit is a great incentive for home owners to change over to metal roofing when looking to replace their roofs. Other incentives include lower heating and cooling bills, longer-lasting roofs and more. We're happy to provide you with literature that explains all the benefits of metal roofing. Ask your sales representative for it.

**Frame Building Expo**

Central States recently exhibited at the Frame Building Expo in Indianapolis. Attendees that stopped by our booth to learn more about our products and services had a chance to enter a drawing for a \$100 Visa gift card. We are pleased to announce that our winner was Brandon Hoke from Paxton, IL.

If you couldn't make it this year's show, you should make plans to attend in 2012. It will be held Feb. 29 - Mar. 2, at the Americas Center in St. Louis, Missouri.

Please send all newsletter feedback/suggestions to [info@centralstatesmfg.com](mailto:info@centralstatesmfg.com)

302 Jane Place  
Lowell, AR 72745  
**CENTRAL STATES**  
MANUFACTURING, INC.

# INSIDER

Useful Information Delivered Exclusively to Our Customers

**CENTRAL STATES**  
MANUFACTURING, INC.  
METAL BUILDING COMPONENTS

**Location Specific News for Lowell, AR**



**Trucking News**

Driver John Burke was recognized as Ryder's Regional Driver of the Year in 2010. Also, driver Aaron King celebrated 20 years with the company. We're proud of these two drivers' accomplishments.



**New Director of First Impressions**



As you may already know, our beloved Linda Neal, Director of First Impressions at our Lowell location, retired last November. Although we'll miss Linda, we have a wonderful new face (and voice) who is doing an excellent job. Meet Shianne Thibodeaux, our new Director of First Impressions.



**Welcome, Mike Taylor**

Mike Taylor has taken over the Kansas territory as Business Development Manager. Mike has 19 years of experience in the roofing and metal industry, and recently owned his own roofing company.



**Lowell Territory Managers Set Historical Record**

Congratulations to the Territory Managers in Lowell for having a historically low rate of returned materials in 2010. Their 2010 RMAs were .142% for all order lines keyed. This means that the sales team was more accurate than ever at placing orders for you, and that they delivered on getting orders right, on time, every time.



**Did you know...**

- According to the Internal Revenue Service, for the year 2011, a farmer can take 100% depreciation on any equipment or **building** that he uses for his or her business. This means that rather than take the expense over 20 years, he/she can choose to take it all in one year.

## FUEL GAUGE

	Jan. 2011	March 2011	
Unleaded	\$3.148/gal.	\$3.621/gal	↑ 47¢
Diesel	\$3.380/gal.	\$3.908/gal	↑ 53¢



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A quarterly newsletter created by the employee owners at Central States Manufacturing to provide information, insights and ideas to help build your business.

Volume X, 1st Quarter  
2011

# Does Your Steel Have a Warranty?

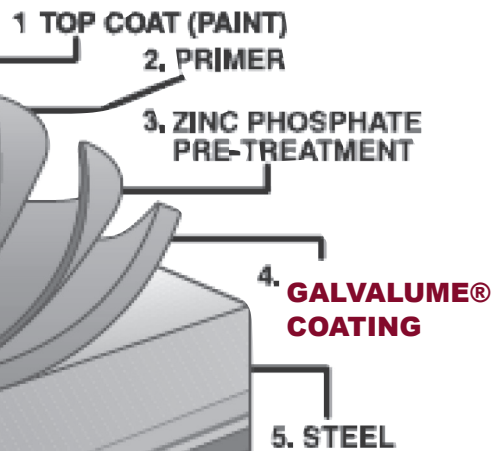
You've heard about our paint warranties, but did you know about the warranty on our steel itself?

In addition to our 40-year paint warranty on prime material, Central States Manufacturing offers a 20-year warranty on our Galvalume® substrate. (Does not apply to galvanized or Thrifty.) What this means is that the steel is guaranteed not to rupture, fail structurally or perforate as a result of corrosion caused by normal conditions. This warranty is good as long as your customer owns his or her home or business, up to 20 years. The substrate warranty on our AZ50 coated steel is 20 years, and the AZ55 acrylic coated steel is warranted for 25 years.

When buying metal, be sure to ask about the warranty. Many metal manufacturers who use imported steel are not able to warranty their coated steel. Make sure you know what you are getting for your money.

Not all metal is created equal.

Galvalume® is a registered trademark of BIEC International, Inc.



## ATTENTION CUSTOMERS WITH D.O.T. NUMBERS:

CSA 2010 replaces SafeStat with a new Safety Measurement System (SMS) that measures the previous two years of roadside violations and crash data. With the SMS, every inspection counts, not just out-of-service violations, and both driver and carrier safety performance are monitored. CSA launched nationwide in December 2010. For questions, go to <http://csa.fmcsa.dot.gov/>

If you would be interested in having a training session with one of our experts, please contact Allen Berry at 800-356-2733, Ext. 3172 or [aberry@centralstatesmfg.com](mailto:aberry@centralstatesmfg.com).

## Sign up for quick access.

Email communications save valuable time and money. If you have an email address and would prefer to get important information like pricing notifications, newsletters and more via email, please call your sales representative today or email it to [jbarber@centralstatesmfg.com](mailto:jbarber@centralstatesmfg.com). Please include your business name and location in the subject line.



## Raindrops Won't Be Falling On Your Head

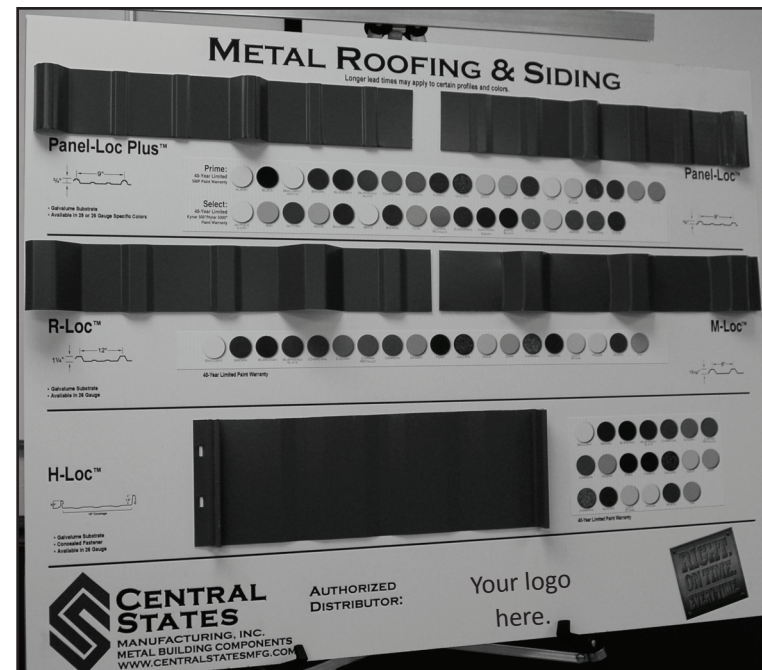
Drip-X™ is fast becoming one of our most sought-after products. After you've seen it in action, you'll understand why. Drip-X™ works by trapping moisture and holding it until it can be released back into the air. This control of condensation saves time by removing the need for a vapor barrier and improves the efficiency of the installation process. This also reduces liability by having installers on the roof for a shorter period of time.

Drip-X™ is factory-installed at our Michigan City plant on R-Loc and Panel-Loc plus, and will be coming to our Lowell facility as well. Ask your sales representative for more information on Drip-X™ panels.

### Advantages of Drip-X™:

- UL 723 Approved - meets flame spread and smoke generation requirements for insurance
- Anti-microbial material - NO mold or mildew issues
- Holds up to 10 times its weight in water (more than 1 quart per 10 square feet)
- Extremely resistant to tearing and deterioration
- 20-year adhesion warranty
- Durable - used in virtually every climate condition on every continent
- Appropriate for use in animal confinement
- Noise reduction - up to 20% reduction of rain and reflective noise
- Easy to clean with hose or pressure washer

## Introducing Our New Combo Display Board



### Panel Profiles Produced in Your Area:

**Cedar Hill** - M-Loc, R-Loc, Panel-Loc Plus, Horizon-Loc

**Jasper** - R-Loc, Panel-Loc Plus, Horizon-Loc

**Lowell** - Panel-Loc, Panel-Loc Plus, R-Loc, Horizon-Loc, Central-Loc, Central-Seam Plus

**Michigan City** - R-Loc, Panel-Loc Plus, Horizon-Loc

**Mount Airy** - Horizon-Loc, R-Loc, Panel-Loc Plus

*Note: Longer lead times may apply if you order profiles or colors not produced at your service location.*

Our new **Combo Display Board** has all of these great advantages:

- Contains all profiles commonly available from Central States -- does the job of previous five separate display boards
- Requires less space on your wall than 5 boards to promote same products
- Has space for your logo if you wish to attach it
- Colors on the display board are actual paint deposits, not printed computer ink, so they're 100% true to the colors you see on the metal
- More cost effective
- Eye-catching design makes it more interesting

*If you don't already have display boards, ask your salesperson about getting one.*